

ABSTRACT

Holifah, the influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying with Price Discount as a mediator. Supervised by Mr. Dr. Bambang Setiyo Pambudi, S.E, M.M.

The purpose of this study was to determine the effect of Hedonic Shopping Motivation, and Shopping Lifestyle on Impulse Buying with Price Discounts as a Study Mediator at Trunojoyo Madura University students, E-Commerce Shopee users. In this study using the quantitative method with purposive sampling technique, namely the technique of determining the sample by considering certain criteria. This study uses the help of Smart PLS version 4.1.0.2. The data used are primary and secondary data. This data acquisition by providing a questionnaire that uses a Likert scale with a sample of 97 students of Trunojoyo Madura University.

The results of this study include that 1) Hedonic Shopping Motivation has no significant effect on impulse buying, 2) Shopping Lifestyle has a significant effect on impulse buying, 3) Hedonic Shopping Motivation has a significant effect on the price discount, 4) Shopping Lifestyle has no significant effect on Price Discount, 5) Price Discount has a significant effect on impulse buying, 6) Hedonic Shopping Motivation has a significant effect on impulse buying with price discount as a mediator and 7) Shopping Lifestyle has no significant effect on impulse buying . Based on the results of the study, students are expected to be able to control their shopping behavior, especially shopping activities carried out through e-commerce.

Keywords: Hedonic Shopping Motivation, Shopping Lifestyle, Impulse Buying and Price Discount.

ABSTRAK

Holifah, Pengaruh *Hedonic Shopping Motivation* Dan *Shopping Lifestyle* Terhadap *Impulse Buying* Dengan *Price Discount* Sebagai Mediator. Dibimbing oleh Bapak Dr. Bambang Setiyo Pambudi, S.E, M.M.

Tujuan Penelitian ini untuk mengetahui Pengaruh *Hedonic Shopping Motivation*, dan *Shopping Lifestyle* Terhadap *Impulse Buying* Dengan *Price Discount* Sebagai Mediator Studi Pada Mahasiswa Universitas Trunojoyo Madura Pengguna E-Commerce Shopee. Dalam penelitian ini menggunakan metode kuantitatif dengan teknik purposive sampling yaitu teknik penentuan sampel dengan mempertimbangkan kriteria tertentu. Penelitian ini menggunakan bantuan Smart PLS versi 4.1.0.2. Data yang digunakan adalah data primer dan sekunder. Perolehan data ini dengan menyediakan kuesioner yang menggunakan skala Likert dengan sampel sebanyak 97 Mahasiswa Universitas Trunojoyo Madura.

Hasil penelitian ini menunjukkan bahwa 1) *Hedonic Shopping Motivation* tidak berpengaruh signifikan terhadap *Impulse Buying*, 2) *Shopping Lifestyle* berpengaruh signifikan terhadap *Impulse Buying*, 3) *Hedonic Shopping Motivation* berpengaruh signifikan terhadap *Price Discount*, 4) *Shopping Lifestyle* tidak berpengaruh signifikan terhadap *Price Discount*, 5) *Price Discount* berpengaruh signifikan terhadap *Impulse Buying*, 6) *Hedonic Shopping Motivation* berpengaruh signifikan terhadap *Impulse Buying* dengan *Price Discount* sebagai mediator dan 7) *Shopping Lifestyle* tidak berpengaruh signifikan terhadap *Impulse Buying* dengan *Price Discount* sebagai mediator pada mahasiswa Universitas Trunojoyo Madura pengguna *e-commerce* Shopee. Berdasarkan hasil penelitian tersebut diharapkan mahasiswa dapat mengontrol perilaku belanja mereka, khususnya aktifitas belanja yang dilakukan melalui *e-commerce*.

Kata Kunci: *Hedonic shopping Motivation, Shopping Lifestyle, Impulse Buying dan Price Discount.*